

MKT3202 Marketing Communications

Code

MKT3202

Title

Marketing Communications

Prerequisites

MKT3150

Credits

3

Description

Course describes the nature and scope of Marketing Communications and how it relates to other topics in Marketing. It helps students develop the skills and concepts needed to work in the area of marketing communications and design marketing communication campaigns and marketing communication strategy. Various topics essential to understanding of and working in the area of marketing communications will be discussed such as: integrated marketing communications, branding, target groups, marketing communication objectives, budgets, advertising, media planning, advertising research, public relation, sponsorship, sales promotions, e-communications, ethical issues in marketing communications.

Objectives

To prepare students who will have thorough knowledge of: the basic marketing concepts such as customer value, customer satisfaction, marketing mix, promotion mix, and environmental scanning for marketing opportunity; marketing strategies as applied to segmentation, targeting, and positioning; effective marketing communication mixes; effective promotional /advertising campaign; local, regional, and global strategies as to design and implement tactical and strategic marketing tools as well as differentiating adaptation and standardization.

Outcomes

Knowledge KNOWLEDGE OF CORE MARKETING COMMUNICATIONS PRACTICES Students will understand and explain integrated marketing communications concepts. Students will understand and explain the process of cooperation and communication between the advertising agency and the client. Students will understand and explain ethical issues in marketing communications. Students will be able to select appropriate and effective marketing communication mixes. Students will be able to develop marketing communication campaign. Students will be able to evaluate the effectiveness of promotional /advertising campaign. Students will be able to identify the positioning statement and reflect it in brand / product messages and the choice of communication mix. UNDERSTANDING OF GLOBAL AND MULTICULTURAL BUSINESS ENVIRONMENT AND ETHICAL ISSUES Students will demonstrate appropriate knowledge of core content areas in a global marketing communications environment. Students will evaluate ethical positions and effectiveness of marketing communications practices in a global and multicultural context. Students can recognize and analyze ethical dilemmas and select a resolution for practical business situations. Skills GOOD COMMUNICATION SKILLS Students will improve their written communications skills Students will improve their persuasive communications skills Students will demonstrate professional deportment and effective oral and written communication skills. CRITICAL THINKING AND ANALYTICAL SKILLS Students will select appropriate analysis techniques to analyze problem data. Students will propose and evaluate alternative solutions for decision-making.

Assessment

60 % -first and second assessments

40 % -final assessment

Tentative course outline

Week1

Course introduction. Integrated Marketing Communications

Week2

Integrated Marketing Communications

Week3

Brand Management

Week4

Buyer Behaviors

Week5

The IMC Planning Process

Week6

Advertising Campaign Management

Week7

Traditional Media Channels

Week8

Digital Marketing

Week9

Social Media, Alternative Marketing

Week10

Database Direct Response Marketing Personal Selling

Week11

Sales Promotions

Week12

Public Relations and Sponsorship Programs

Week13

Regulations and Ethical Concerns, Evaluating an Integrated Marketing Program

Week14

Project presentations

Week15

Final Exam